

Swami Dayananda Educational Trust Partners with WIPRO for their first Rural BPO at Manjakkudi

Manjakkudi, Tamil Nadu August 26, 2011



Wipro BPO, the Business Process Outsourcing arm of Wipro Technologies today announced the inauguration of its first rural BPO center at Manjakkudi Village in Tamil Nadu..

Mr.V.A Raghu advisor, TVS Educational Society presided over the function. Mr. Puneet Chandra, Global Head & Vice President and Ms. Geetha Anantharaman, Vice president Wipro were guests of honour.

In her welcome address, Ms. Sheela Balaji Managing Trustee SDET said that such initiatives show that with quality education, rural communities like Manjakkudi can also be apart of the technology opportunity.

Manjakkudi is a village on the banks of the River Kaveri in Tiruvarur district of Tamil Nadu with a population of about 2,500.



Kumbakonam is the closest town.

About the Rural BPO

The Manjakkudi center has a capacity of 120 seats, and will open with a 50 seat pilot project for an international client in the retail sector. Wipro plans to expand its rural BPO operations to 500 seats by March 2013, in Tamil Nadu and to replicate this BPO model across other states in India, in the near future.

Conceptualized on the 'Back Office to the Back Office' (BOBO) outsourcing model, the focus of the center is to capitalize on the





literate talent pool available in the region and in doing so, create employment opportunities in the village and its surrounding areas.

Why Manjakkudi

Manjakkudi was selected due to the relatively high levels of investment in education in the region. It benefits from more than 46 colleges within a 40 km radius where more than 13,000 students graduate from these colleges annually, thus providing a large talent pool.

The SDET facility at Manjakkudi benefits from a fully equipped IT and physical infrastructure, which complies with standard security and regulatory requirements. The center will be focused on delivering world-class outsourcing services, while connecting this rural community to the world of global business.

Local Employment generation

Rural BPOs like this allow educated people in villages to earn a good livelihood without leaving the region and bringing a new level of financial stability to these communities and individuals. “

Graduate students between the age group of 21 to 25 will be employed in the Manjakkudi Wipro BPO center, delivering a range of services to customers across industry sectors.

Mr. G. Ramachandran, Trustee delivered the vote of thanks

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